

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**(Attorney Docket No. 03-380)**  
**(DirecTV Case No. PD-207137)**

In the Application of:	)	
	)	
Scott Rosenberg et al.	)	
	)	
Serial No.: 09/978,144	)	Art Unit: 3622
	)	
Filed: October 15, 2001	)	Examiner: Jeffrey D. Carlson
	)	
Title: Method and System for	)	Confirmation No. 4095
Dynamic Ad Placement	)	

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE AFTER FINAL**

Dear Sir:

In response to the Office Action mailed June 11, 2009, Applicant provides the following claim amendments and remarks.

**Claim amendments** begin on page 2 of this paper.

**Remarks** begin on page 13 of this paper.

The Patent Office is hereby authorized to charge any required fee(s) or credit any overpayment to Deposit Account No. 132490, and to treat any communication in this application that requires an extension of time as incorporating a request for such an extension.